

APPROVED

SIGN CRITERIA

J. Delgado

DATE 9/13/90

**SIGN CRITERIA
FOR
M.S. PARTNERSHIP**

**RETAIL CENTER - 1347^{South} AZUSA AVENUE
WEST COVINA, CALIFORNIA**

SEE ADDENDUM ON BACK DATED 10/31/94

A. INTRODUCTION:

The intent of this sign criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing signage environment.

Performance of this sign criteria shall be rigorously enforced and any nonconforming sign shall be removed by the Tenant, or the Tenant's Sign Contractor, at their sole expense, upon demand by Owner.

Exceptions to these standards shall be reviewed by the Owner. However, based upon our field experience, deviations will generally result in serious inequities between tenants. Accordingly, the Owner will retain full rights of approval of any sign used in the Center.

B. GENERAL OWNER/TENANT REQUIREMENTS:

1. Each Tenant shall submit to the Owner for written approval, three (3) copies of the Detailed Shop Drawings(s) of Tenant's proposed sign, indicating conformance with the sign criteria herein outlined. Send to:

WAYNE BANKS AND ASSOCIATES, INC.
19782 MacArthur Boulevard, Suite 100
Irvine, California 92715
Attention: Mr. Steven J. Kuhn

2. The Tenant shall submit three (3) copies of the Sign Drawings, approved by the Owner, including site plans and scaled storefront elevations showing proposed sign design, to the West Covina Planning Department for approval and the issuance of sign permits, prior to the start of any sign construction or fabrication.
3. The Tenant shall pay for all signs, their installation (including final connection, transformers and all other labor and materials) and maintenance.
4. The Tenant shall obtain all necessary permits.
5. The Tenant shall be responsible for fulfillment of all requirements of this sign criteria.
6. The Owner shall provide primary electrical service at the center of the allowed signage areas.
7. It is the responsibility of the Tenant's Sign Company to verify all conduit and transformer locations and service prior to fabrication.

8. The location of all signs shall be per the accompanying design criteria. Signage is not permitted along the rear (west) and side (north) building elevations.
9. **NOTE:** No sign shall be constructed until approved by the City Planning Department and a sign permit issued by the Building Department.

C. GENERAL SIGN SPECIFICATIONS:

1. No exposed raceway, crossovers, conduits, conductors, transformers, etc., shall be permitted.
2. All lettering shall be restricted to the "allowable sign area" as specified in this sign criteria.
3. No projection above or below the "allowable sign area" will be permitted (except as otherwise approved in writing).
4. All signs and their installation must comply with all local Building and Electrical Codes and bear a U.L. label, placed in an inconspicuous location.
5. All penetrations of the building structure required for sign installation shall be sealed in a watertight condition and shall be patched to match the adjacent finish.

D. PROHIBITED SIGNS:

1. SIGNS CONSTITUTING A TRAFFIC HAZARD:

No person shall install or maintain, or cause to be installed or maintained, any sign which simulates or imitates in size, color, lettering or design, any traffic sign or signal, or which makes use of the words, "STOP", "LOOK", "DANGER", or any other words, phrases, symbols, or characters in such a manner to interfere with, mislead or confuse traffic.

2. IMMORAL OR UNLAWFUL ADVERTISING:

It shall be unlawful for any person to exhibit, post or display, or cause to be exhibited, posted or displayed upon any sign, anything of an obscene, indecent or immoral nature or unlawful activity.

3. SIGNS ON DOORS, WINDOWS OR FIRE ESCAPES:

No window signs will be permitted except as noted herein. No sign shall be installed, relocated, or maintained so as to prevent free access.

4. ANIMATED, AUDIBLE OR MOVING SIGNS:

Signs consisting of any moving, swinging, rotating, flashing, blinking, scintillating, fluctuating or otherwise animated lights are prohibited.

E. DESIGN AND SIZE SPECIFICATIONS:

1. For store identification, each Tenant will be permitted to have the following signage.

FASCIA SIGN REQUIREMENTS:

- a. Allowable sign area (As indicated on the attached Signage Elevation sheet A3.1s)

Major Tenant (Lease Space #1)

Front: One hundred eight (108) square feet.
Side: Forty-five (45) square feet.

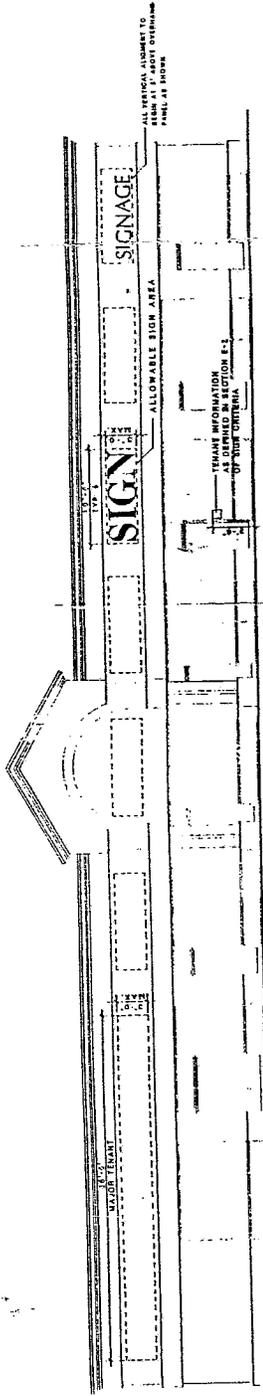
Other Tenants (Lease Space #2 thru #7)

Front: Thirty (30) square feet.
Side: None.

- b. Individual channel letters of sheet metal construction, 24 gauge, maximum 3" thick.
- c. Letter and logo height two foot (2') maximum, and 8" high minimum.
- d. Letter style, Plex color and trim cap to be optional.
- e. Returns painted black.
- f. Sign area to be calculated as required by City Code.
- g. Sign to be centered horizontally and vertically on fascia.
- h. Maximum two (2) lines (sign copy) permitted.
- i. Logos are permitted as part of the allowable sign area.
- j. The bottom most projection of any part of the signage within the allowable sign area shall be aligned vertically as shown on the attached Signage Elevation sheet, A3.1s.
- k. All sign illumination other than exposed neon lighting shall be from the interior of the sign. No indirect lighting shall be permitted.
- l. Exposed neon accents are permitted as part of the signage. All neon shall comply with the requirements of the West Covina Sign Ordinance and are subject to review and approval by the Planning Department.

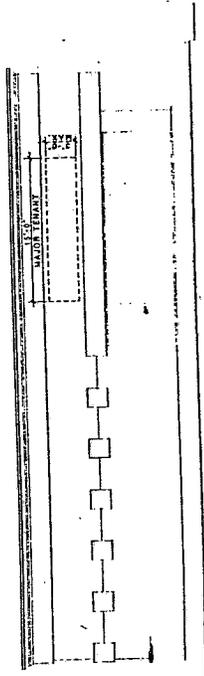
2. For purposes of store identification, Tenant will be permitted to place upon each entrance to its demised premises not more than 144 square inches of decal application lettering not to exceed two (2) inches in height, indication hours of business, emergency telephone number, etc. The numeral and type shall be Helvetica Medium, and subject to Owner approval prior to application.

END OF M. S. PARTNERSHIP SIGNAGE CRITERIA

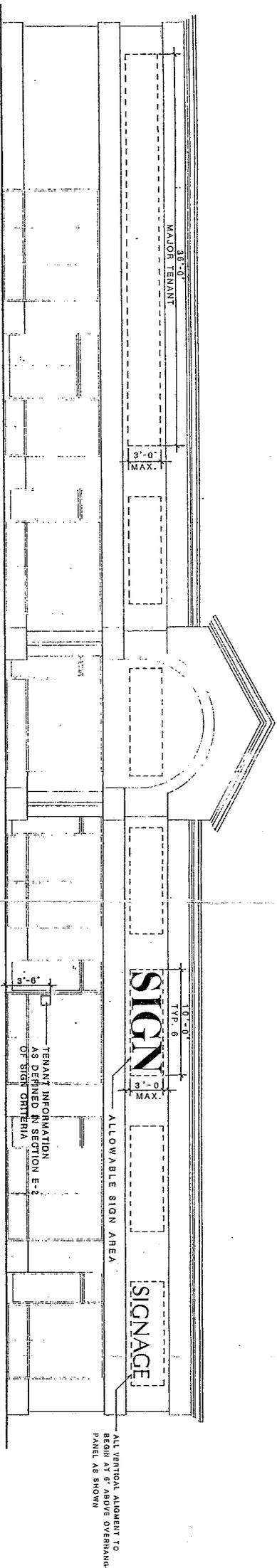


EAST ELEVATION

ALLOWABLE SIGN AREA DEFINED BY LINE INSCRIBED AROUND ALL LETTERS AND SYMBOLS WITHIN THE LIMITS INDICATED ON THIS PLAN. AS DEFINED BY WEST COVINA STANDARDS, ARTICLE VII, SECTIONS 22-011 THROUGH 22-112.

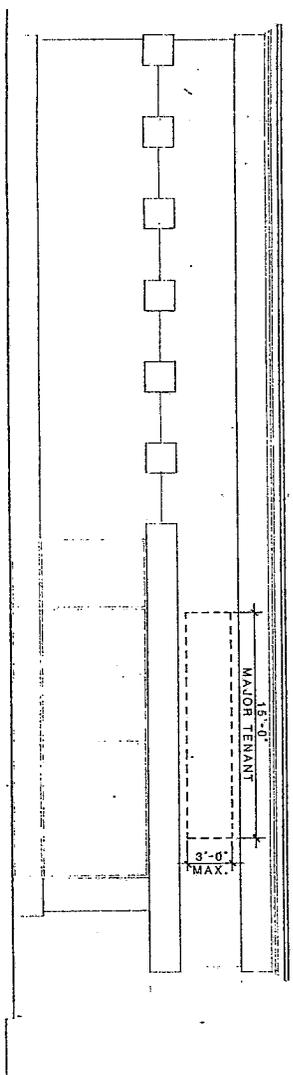


SOUTH ELEVATION



EAST ELEVATION

ALLOWABLE SIGN AREA DEFINED BY LINE INSCRIBED AROUND ALL LETTERS OR SYMBOLS WITHIN THE LIMITS INDICATED ON THIS PLAN. AS PRESCRIBED BY WEST COVINA STANDARDS, ARTICLE VII, SECTIONS 26-815 THROUGH 26-820.



SOUTH ELEVATION



LA MANCHA DEVELOPMENT COMPANY

11440 SAN VICENTE BOULEVARD
LOS ANGELES, CALIFORNIA 90049
(310) 820-0655



ADDENDUM

October 12, 1994

Mr. Brad Dunlap
City of West Covina
1444 West Garvey Avenue
Post Office Box 1440
West Covina, CA 91793

RE: SIGN CRITERIA - RETAIL CENTER
1347 SOUTH AZUSA AVENUE
WEST COVINA, CA

Dear Mr. Dunlap:

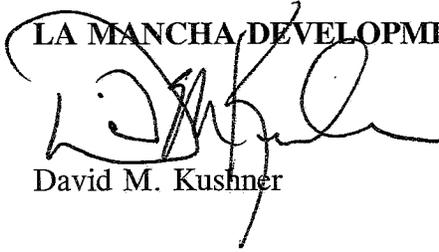
Per our conversation on Friday October 7, 1994 with regards to the aforementioned sign criteria, MS Partnership and Kao Yen Chow 1991 Trust hereby request two modifications:

- a. The location of the sign for Unit #C to be located above the arch way
- b. Facia Sign Requirements: Tenant sign for Unit #C to be 10'8" in length and adhere to the existing approved criteria.

Should you have any questions, please do not hesitate to call me at (310) 820-0655.

Best Regards,

LA MANCHA DEVELOPMENT COMPANY


David M. Kushner

